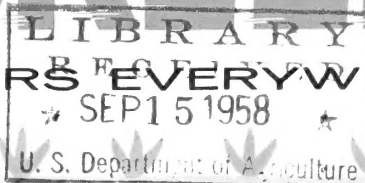




BENCH BREEZE

FOR FLORISTS AND GROWERS EVERYWHERE



AMERICAN BULB COMPANY
AMERICAN FLORIST SUPPLY COMPANY

HAYmarket 1-6774
1335 West Randolph Street
Chicago 7, Illinois

New York Office — 527 Lexington Ave — OXFord 7-0044

Sell Flowers next spring - not Fall Bulbs!



Be sure you and your sales people talk beauty of flowers come spring -- that's way to sell 'em. **Selection now** - and prices best we've ever offered...and we'll rush deliver your order in plenty of time for profitable selling season.

HYACINTHS

Bismarck	Early Sky Blue		
City of Haarlem	Yellow		
Edelweiss	Early Pure White	Per	Per
Grand Maitre	Porcelain Blue	100	1000
King of the Blues	Late Dark Blue	19 ctm up	15.50 145.00
La Victoire	Early Cardinal Red	18-19 ctm	13.50 125.00
L'Innocence	Early Pure White	17-18 ctm	11.50 105.00
Marconi	Late rosy pink	16-17 ctm	10.00 90.00
Pink Pearl	Early deep rosy pink		
Queen of the Blues	Light Blue		
Queen of the Pinks	Late Rosy Pink		

DARWIN TULIPS

		12 ctm up	11-12 ctm
		Per Per	Per Per
		100 1000	100 1000
All Bright	Bright Red	5.00 46.00	
Aristocrat	Dark Violet Rose	5.00 46.00	4.50 39.00
Bartigon	Crimson-Red	5.00 46.00	4.50 39.00
Campfire	Vermillion-Scarlet	5.00 46.00	
Chas. Needham	Brilliant Scarlet	6.50 60.00	6.00 54.00
City of Haarlem	Large Scarlet	6.50 60.00	
Clara Butt	Salmon-Pink	5.00 46.00	4.50 39.00
Cordell Hull	Red Striped-Rose	5.00 46.00	
Farn. Sanders	Rose-Scarlet	5.00 46.00	
Golden Age	Golden Yellow	5.00 46.00	
Insurpassable	Lilac	5.00 46.00	
Niphotos	Ivory-Yellow	5.00 46.00	
Paul Richter	Geranium-Red	5.00 46.00	
Pride of Haarlem	Cerise Scarlet	5.00 46.00	4.50 39.00
Pride of Zwannenburg	Salmon-Pink	6.00 53.00	
Princess Elizabeth	Rosy Pink	5.00 46.00	4.50 39.00
Prunus	Salmon-Pink	5.00 46.00	4.50 39.00
Queen of the Night	Deep Velvety Maroon	4.75 42.00	4.00 34.00
Red Pitt	Bright Red	5.00 46.00	
Rose Copland	Rose Lilac	4.75 42.00	4.00 34.00
The Bishop	Violet-Blue	5.00 46.00	
Wm. Copland	Lilac	4.75 42.00	4.00 34.00
Wm. Pitt	Cerise-Red	5.00 46.00	4.50 39.00
Yellow Giant	Deep Yellow	4.75 42.00	4.00 34.00
Zwannenburg	Large White	6.00 53.00	5.25 47.00
Darwin Finest Mixture			4.00 34.00

HYBRID DARWIN TULIPS

		12 ctm	11-12 ctm
		Per Per	Per Per
		100 1000	100 1000
Apple Doorn	Orange-Scarlet, Blackbase, Edged Yellow	6.00 55.00	
Red Matador	Carmine-Scarlet	5.75 52.00	

LATE OR COTTAGE TULIPS

Advance	Fiery Red	5.00 46.00	
Albino	Pure White	5.00 46.00	
Carrara	Pure White	5.00 46.00	
Golden Harvest	Lemon-Yellow	4.75 42.00	4.00 34.00
Princess Margaret Rose	Yellow Flushed Orange	4.75 42.00	
Rosy Wings	Apricot-Pink	6.00 53.00	

TRIUMPH TULIPS

Alberio	Cerise-Scarlet	5.00 46.00
Bandoeng	Mahogany Red	4.75 42.00
Crater	Carmine Red	5.00 46.00
Denbola	Cerise Red, White Border	6.00 53.00
Elmus	Cherry Red, White Border	5.00 46.00
Korneforous	Bright Red	4.75 42.00
Red Giant	Scarlet	5.00 46.00

MENDEL TULIPS

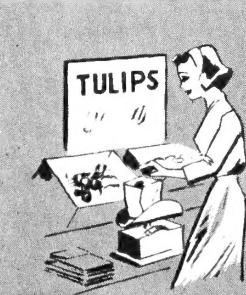
Her Grace	Rosy Pink	5.00 46.00
Krelages Triumph	Deep Red	4.75 42.00
Vander Eerden	Lively Red	4.75 42.00
Weber	White, Pink border	4.75 42.00
White Sail	Early White	5.00 46.00

BOTANICAL TULIP

Red Emperor	Vermillion Red Early	5.50 50.00
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SINGLE EARLY TULIPS

Couleur Cardinal	Brilliant Crimson	6.00 54.00
Gen. de Wet	Orange	5.50 48.00
Ibis	Deep Rose	5.50 48.00
Keizerskroon	Red and Yellow	5.50 48.00
Prince of Austria	Orange Red	5.50 48.00
White Hawk	Pure White	6.00 54.00



TULIPS - sell 'em by the pound - This novel way seems to encourage self service -- make for easier sales and happy customers. Pick 'em out, weigh sell more Tulip bulbs every day!



This field of Croft and Ace lilies, is a good reminder that Easter comes a good week ahead in 1959 (March 29) 209 days from September First. Our Buyers have spoken for the best of crop...



DOUBLE EARLY TULIPS

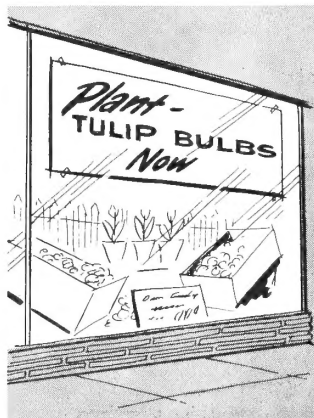
		12 ctm		11-12 ctm	
		Per 100	Per 1000	Per 100	Per 1000
Electra	Deep Carmine			5.50	48.00
Marechal Niel	Golden Yellow & Orange			5.50	48.00
Mr. Vander Hoef	Golden Yellow			5.50	48.00
Orange Nassau	Orange & Red			5.50	48.00
Peach Blossom	Deep Pink			5.50	48.00
Schoonoord	Pure White			6.00	53.00
Triumphator	Deep Pink			5.50	48.00

DOUBLE LATE OR PEONY FLOWERED

Eros	Old Rose	6.00	53.00
Mt. Tacoma	Pure White	6.00	53.00
Nizza	Red & Yellow	6.00	53.00
Orange Triumph	Orange red, Yellow edge	5.00	46.00
Rocket	Cherry Red	5.00	46.00

PARROT TULIPS

Black Parrot	Purplish Black	5.00	46.00
Blue Parrot	Bluish Heliotrope	4.75	42.00
Firebird	Red	5.00	46.00
Orange Favorite	Orange	5.00	46.00
Parrot Wonder	Cherry Red	5.00	46.00
Texas Gold	Deep Yellow	5.00	46.00



Win friends and influence sales - use mass display to let customers know you have the best selection, prices on Fall Bulbs. Attractive retail pricing begins with buying right - ABC is the easy answer to more \$\$\$ profits on bulbs.

AMERICAN GROWN NARCISSUS

		Per 100	Per 1000
King Alfred DN #1	Deep Golden Yellow	10.00	90.00
King Alfred DN #2	Deep Golden Yellow	7.50	65.00
King Alfred Jumbo	Deep Golden Yellow	12.50	115.00
Golden Harvest DN 1	Uniform Yellow	12.50	115.00
Rembrandt DN #1	Deep Golden Yellow	11.50	105.00
Flower Carpet DN #1	Deep Golden Yellow	10.00	90.00
Mrs. E. H. Krelage DN #1	Creamy White	10.50	95.00
Texas DN #1	Yellow, orange-red petals	11.50	105.00
Laurens Koster DN #1	White Yellow Cup	7.50	70.00

LILIES AMERICAN GROWN

			Per 100	Per Case
Croft	7 - 8"	250 to case	\$25.00	\$55.00
	8 - 9"	200 to case	45.00	80.00
	9 - 10"	150 to case	56.00	72.00
	10 - 11"	100 to case	60.00	60.00
Ace	6 1/2 - 7"	300 to case	22.00	65.00
	7 - 8"	250 to case	30.00	70.00
	8 - 9"	200 to case	50.00	90.00
	9 - 10"	150 to case	60.00	80.00
	10 - 11"	100 to case	65.00	65.00

WRITE FOR SPECIAL QUANTITY PRICES.

IRIS AMERICAN GROWN

		Per 100	Per 1000
Wedgewood - Pale Blue	8 1/2 - 9 ctm	2.50	19.00
	9-10 ctm	4.00	33.00
	10-11 ctm	6.00	52.00
	11 and up	7.00	60.00
Prof. Blaauw (Blue Ribbon)	8-9 ctm	2.50	20.00
	Deep Blue	4.00	33.00
	10-11 ctm	6.00	52.00
	11 and up	7.00	60.00

DUTCH IRIS IMPORTED

Golden Harvest Yellow			
6 - 7 ctm		1.75	12.00
7 - 8 ctm		2.25	16.00
8 - 9 ctm		3.00	24.00
Imperator Dark Blue			
6 - 7 ctm		1.75	12.00
7 - 8 ctm		2.25	16.00
8 - 9 ctm		3.00	23.00
White Excelsior White Yellow Blotch			
6 - 7 ctm		1.75	12.00
7 - 8 ctm		2.25	16.00
8 - 9 ctm		3.00	23.00
White Superior Pure White			
6 - 7 ctm		2.00	14.00
7 - 8 ctm		2.50	19.00
8 - 9 ctm		3.00	25.00
Prof. Blaauw Blue Ribbon Deep Blue			
8 - 9 ctm		2.75	22.00
9 - 10 ctm		3.50	30.00
10 - 11 ctm		4.50	40.00

NEED IT RUSH-RUSH...USE ABC "AIR-MAILER" ORDER FORM



It's no secret that the way to get the unusual and best selection of ever popular Geranium is to place your order Now.

The 2 $\frac{1}{4}$ pots are right for growing on, priced so you make the most from your investment. These are truly healthy, vigorous plants.

2 $\frac{1}{4}$ Geranium Pots - \$150. per 1000

Irene - Brick red and popular seller
White-Snowball, Madame Buchner, and Madonna
Richard - brilliant red-orange
Enchantress Fiat - appleblossom pink
Better Times - cerise
Improved Red Fiar - red-orange
Pink Fiat - delicate salmon

Olympic - salmon red
Salmon Supreme - salmon at its finest
Irvington Beauty - bright pink
Radio Red - fire engine red

Varieties below - \$160.00 per thousand

Dark Red Irene - a dark red supreme
Penny-neon pink and beautiful
Genie - a rich clear pink
Springtime - a luscious salmon-pink
Salmon Irene - a true salmon gem

NEW VARIETIES

Limited 100 per customer
\$200.00 per thousand -
Pink Cloud - rosy salmon pink
Laureli - shrimp pink



Potted Plants will soon be coming indoors - dull leaves need to be cleaned up, to look their best over the winter months. The quick professional way is with LEAF GLOW.

"Shining Leaves." No more messy wiping or daubing. LEAF-GLOW instantly gives a permanent, lustrous shine with the PRESS of a BUTTON. Absolutely harmless. * Wonderful retail item - suggest to green plant buyers.

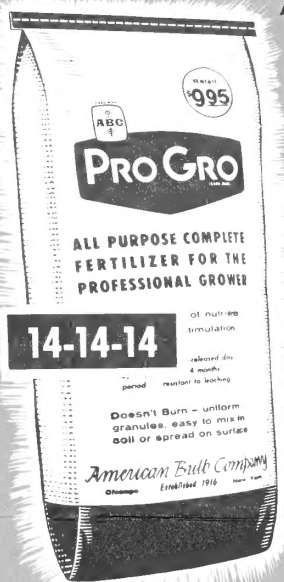
Dozen - \$8.00 Ctn of 24 - \$14.40
Giant Size 16 oz. - \$1.35 Dozen - \$15.00

ENCLOSED



New INVENTION

*fertilizer made special for
Florists and Growers!*



ABC proudly brings this greatest of fertilizer discoveries to our florist and grower friends. Research scientists worked diligently in the O M Scott & Sons laboratories for 10 years. Now ABC PRO GRO and PRO-N25 combine all advantages of both chemicals and organics—without the disadvantages of either.

Perfect Feeding

Non-burn — because of exclusive chemical interlock of plant food sources

Slow-steady release — day by day over 3 to 4 months as plants use nutrients

Uniform — homogenous granules, easy to mix into soil or to broadcast on surface

Nothing to rot or decay — does not attract fungi, molds, vermin or insects

Mild acidifier — gentle, sure action

Clean, crisp, no dust — easy to use accurately and correctly



HOW TO USE

BENCH CROPS

PRO GRO® 3 lbs per 100 sq ft of bench area
PRO-N25® 2 lbs per 100 sq ft of bench area

POTTING SOIL

PRO GRO 4" pot full per wheelbarrow load of soil (2 1/2 Bu)
PRO-N25 3" pot full per wheelbarrow load of soil (2 1/2 Bu)

Important extra benefits without price premium

HALF THE COST OF USING WATER SOLUBLES

PRO GRO - 50 lbs — **\$6.50**
(\$9.95 retail)

Per ton — \$240.00

PRO-N25 - 40 lbs — **\$5.20**
(\$9.95 retail)

Per ton — \$240.00

Prepaid delivery on 5 bags or more

BENCH BREEZE



SPECIALS FROM THE BLUE BOOK...



TEDION



Now protect your crops under glass or in the field against the Spidermites. New easy to use chemical was developed after many years of testing by Niagara

A Remarkable New Selective Miticide, Performance Proved

- * Long lasting mite control
- * Control of "resistant" mites
- * Safety to plants
- * Safety to humans
- * Specific as a miticide

Tedion has performed effectively and safely upon many varieties of Roses, Carnations, Chrysanthemums, Philodendrons, Dieffenbachia, other green and foliage plants - write for complete list of plants and detailed information as to usage.

- 1 - 2-lb. package - \$ 5.20
- 6 - 2-lb. package - \$27.50
- 12 - 2-lb. package - \$52.00

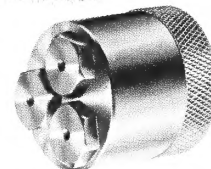


JIFFY POTS

Expendable,
handy-to-use
PEAT POTS

Order JIFFY POTS Now for your fall rooting of Poinsetta or Geraniums. Made of 75% peat nutrient treated to stimulate, healthy plant growth, easy root penetration. Save by ordering year supply at one time!

2 1/4-inch	Per 1000
3000 Minimum	\$ 7.25
21,000 to 72,000	6.75
75,000 up	6.25
3-inch	
1500 Minimum	13.25
10,500 to 49,500	12.25
51,000 up	11.00
2 1/4-inch packed in units of 3000 only.	
3-inch packed in units of 1500 only.	
Weight per unit--35 lbs. (Prepay 150 lbs)	



Use Water Fog
for Tender
Plants

FOGG-IT breaks water into a fine mist of a fog-like spray for watering seed beds, new plantings, newly-seeded lawns, young plants and all tender plants - fuchsias, begonias, orchids. Will not wash away seeds, soil, fertilizer.

Keeps leaves clean and fresh, securing maximum nourishment from sun, water and oxygen - creates humidity.

Highest quality, all-metal. Jet orifices are screw-machined from solid brass. Works efficiently with high or low water pressure on any standard garden hose.

Regular Model, 2 1/2 G.P.M. - Superfine Model, 1 G.P.M. - Heavy Volume Model, 5 G.P.M.
Each (Order by model) \$1.60

Save Time - \$\$ on Bench Watering!

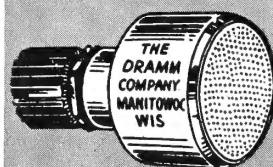
Extension Handle
for use with the
"400" WATER BREAKER
...watering ease
in hard to reach
areas - saves time,
saves You!



Light Weight Aluminum Construction - fits standard 3/4 inch hose connections - full sixteen inches long - bright polished finish.

The "HANDI-REACH" Aluminum Extension Handle is designed to add extra utility to the "400" Water Breaker enabling you to water in hard to reach areas. Speeds up watering job - In the green house most benches can be watered from one spot.

Each . . . With Rubber Grip \$1.50



Famous 400 Water Breaker gives large volume of water with very little pressure. 3/4" coupling, each \$1.35